

**REQUEST FOR PROPOSALS**  
**Arts Economy Study**  
**City of Lawrence, Kansas**  
**City Manager's Office**

**RFP number:** \_\_\_\_\_

**Project scope:** The City of Lawrence, Kansas is soliciting proposals from qualified applicants to provide an independent, professional analysis of the arts-related economy in Lawrence, Kansas, sufficient to form the foundation for the development of a long-term arts sustainability strategic plan. The deliverable shall be a report that 1) provides an overview of the size and scope of the arts economy in Lawrence, Kansas, 2) provides an inventory of resources available in the community to support artists and their profession and, 3) provides an analysis of these data that a) reveals the current and potential future economic impact of the arts in Lawrence and b) outlines potential strategies to enhance the long-term viability of the arts in Lawrence and promote Lawrence as a city of the arts.

**Deliverable:** A detailed report on the state of the arts in Lawrence, including points 1, 2, and 3 above, delivered to City of Lawrence City Manager's Office no later than 5 p.m. on Monday, May 2, 2011. This shall include one (1) hard copy of the report and one (1) electronic copy of the report in Microsoft Word format on CD-ROM.

**Proposals Due:** 5:00 p.m.  
**February 14, 2011**  
Submit one (1) hard copy of proposal.  
Submit one (1) electronic copy of the proposal in Adobe PDF format either e-mailed to the City contact person or on CD-ROM.

**Submit to:** City of Lawrence City Manager's Office  
6 East 6<sup>th</sup> Street  
Lawrence, KS 66044

**City Contacts:** Roger Zalneraitis, Economic Development Coordinator/Planner  
[rzalneraitis@lawrenceks.org](mailto:rzalneraitis@lawrenceks.org)  
(785) 832-3472  
(785) 832-3405 (fax)

Questions regarding the RFP may be directed at any time to the City Contact above.

**Meeting Date:** Proposals will be considered by the Arts Sustainability Task Force. Their recommendations will be presented at the meeting of the Lawrence Cultural Arts Commission scheduled for mid February 2011.

**General Project Information:** The City of Lawrence, Kansas was founded in 1854 and was in the center of the history of the state up to and after the Civil War. Located approximately 45 minutes west of Kansas City and 30 minutes east of Topeka, Lawrence today is home to 91,000 people, as well as Kansas University and Haskell Indian Nations University. Lawrence is known throughout Kansas for its rich heritage, historic downtown, nationally recognized universities, sports events, and thriving arts and culture.

Downtown Lawrence serves as the heart of the city. Many have called Massachusetts Street- or "Mass Street" to the locals- one of the most beautiful main streets in America. It has a wide range of shopping and dining choices, making it a popular stop on the weekends as well as a great place to meet before or after a game at KU. There has been a lot of development activity in the Downtown area, including the new Hobbs Taylor lofts and the recent addition of the renowned Oread Hotel, which provides a high quality hotel overlooking the Wakarusa and Kansas River valleys.

Lawrence is also home to two universities: the University of Kansas and Haskell Indian Nations University. Approximately 28,000 students attend KU, which is ranked as one of the nations' most beautiful campuses. KU has been aggressively expanding its research capabilities on the West Campus, including a new \$50 million pharmaceutical center as well as a new \$8 million bioscience business incubator. Haskell Indian Nations University is the nation's only inter-tribal university for Native Americans, representing more than 150 tribes from all across the country.

Lawrence provides a fantastic quality of life for its residents. Lawrence public education ranks among the best in the nation, with 22 schools including a pre-K program, 15 elementary schools (grades K-6), four junior high schools (grades 7-9), two comprehensive high schools (grades 10-12), a K-8 virtual school and a virtual high school. Lawrence Memorial Hospital provides award winning medical service to the community. Additionally, there are over 50 parks, a public golf course, and several recreation

trails within the City. Immediately west of town is Clinton Lake, providing ample fishing, boating, and swimming opportunities for both City residents and people throughout northeast Kansas.

Because of its history, culture, youthful population, and entrepreneurial spirit, Lawrence has long recognized that art and artists are an important part of what makes the city unique. While studies have been conducted in the past, there has never been a complete study of the Lawrence arts economy or the opportunities and gaps it has for continued local growth. The City addresses this issue in part through the Lawrence Cultural Arts Commission. The Arts Commission provides an advisory role to the city on public art and seeks to promote the arts within the City. Through its efforts, the Commission has identified a need to create a strategic plan in order to better promote the arts in Lawrence. This proposal is designed to solicit an independent consultant to help achieve this goal.

This project will provide the following information in its final report:

- Review existing arts information through previous studies done in the past, if available.
- Assess the size of the Lawrence arts economy. This may include estimates of the number of artists by trade, the amount of business conducted by trade each year in Lawrence, the amount of business conducted by Lawrence artists outside of the city, the number of arts-oriented businesses within the city, the amount of tourism generated by the arts, or other key components of the arts economy.
- Inventory the existing arts resources in Lawrence. This inventory shall include museums, classes, applicants, and private facilities that help to teach, showcase, or otherwise support the arts and artists in the City, as well as the number of individuals self-identifying as artists within the City.
- Outline potential strategies to enhance the long-term viability of the arts in Lawrence and promote Lawrence as a city of the arts. This information should be provided in the format of a strategic plan with short and long range goals and outcomes.

Additionally, the project shall:

- Conduct at least one fact-finding focus group session with arts stakeholders in the City of Lawrence. Stakeholders are identified as, but not limited to, artists, representatives of arts-related, economic development, and travel and tourism groups, local business persons, and Lawrence residents.
- Identify gaps between the artists and the audience. Specifically, the report should show where local artists sell their products, whether people buy art in the City, and how to foster more arts sales in Lawrence.
- Provide at least one update to the Arts Commission on the status of the project in which the contractor outlines preliminary and key findings.
- Present the preliminary findings of the report to the Arts Commission no later than April 1, 2011.
- A final report will be due to the Arts Commission no later than May 2, 2011.

Details of the Lawrence Cultural Arts Commission and related material can be viewed on the link provided:

[http://lawrenceks.org/advisory\\_boards/lac/](http://lawrenceks.org/advisory_boards/lac/)

**Proposal  
Requirements:**

Applicants are required to complete a proposal including the information as outlined in this request. The proposal shall include:

Required General Information

- Applicant Name
- Contact Name, Telephone & Fax Numbers, email address, and mailing address

Project Knowledge and Approach

Applicants shall demonstrate knowledge and understanding of best practices in economic development research and analysis by providing examples of at least two (2) similar projects they have undertaken and successfully completed in the past.

Applicants shall demonstrate knowledge and understanding of the arts sufficient to conduct the research and analyze the findings by either providing examples of at least one (1) similar project they have undertaken and successfully completed in the past or by

providing sufficient detail about their planned approach to this study of the current and potential future economic impact and viability of the arts in Lawrence in sufficient detail to illustrate the viability of their approach.

Applicants shall further demonstrate their understanding of the project by providing a summary of their approach to accomplishing the work for this Project. Describe how the deliverable to be provided on this project will allow the applicant to successfully provide a project that meets City's expectations.

Applicants shall describe the availability of staff or associates whose expertise may be required to carry out the project. The description should explain how this project will be completed on time and if any conflicts are foreseen.

Applicants shall provide a cost estimate for the project.

#### Project Qualifications and Experience

With respect to the projects provided to demonstrate knowledge and understanding of best practices in economic research and knowledge of the arts, the applicant shall provide along with each project a description that shall contain at a minimum the following information:

- Applicant's Name
- Owner or Contact Person
- Telephone Number for the Contact Person
- Description of the Applicant's Approach to the Project
- Description of public participation Strategies
- Outcomes and results of the Work

#### Project Leadership and Experience

Applicants shall provide the name(s) of key leader/s who will be part of this Project. The resume for each participant shall describe the individual's previous experience with economic development research and analysis and with the arts. Please do not include experience on projects unrelated to economic development or the arts.

### Schedule

Provide a description of the project schedule. Show critical path schedule activities and time allowed for City staff review. The anticipated timing of the preliminary report is April 1 2011, with final results available no later than May 2 2011.

### Conflicts of Interest

No conflicts of interest shall be permitted with the Project. A potential conflict of interest exists if any member of the applicant has any fiduciary interest that would conflict, or have the appearance of conflicting, in any manner with the performance of the work on this Project.

### **Selection Process:**

Upon receipt of proposals, a review by City and Arts Commission staff will determine those applicants that will be selected for further negotiations or an interview.

Evaluation criteria shall include:

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| • Project organization & approach             | 40% |
| • Firm experience with similar projects       | 25% |
| • Schedule to complete the project            | 10% |
| • Value added concepts proposed by consultant | 25% |

### **Special Requirements:**

The applicant agrees that they shall observe the provisions of the Kansas Act Against Discrimination and shall not discriminate against any person in the performance of work under the present contract because of race, religion, color, sex, disability, national origin or ancestry. The applicant shall in all solicitations or advertisements for employees include the phrase, "equal opportunity employer." The applicant agrees that if they fail to comply with the manner in which the applicant reports to the Kansas Human Rights Commission in accordance with the provisions of K.S.A. 44-1031 and amendments thereto, the applicant shall be deemed to have breached the present contract and it may be canceled, terminated or suspended, in whole or in part, by the City. If the applicant is found guilty of a violation of the Kansas Act Against Discrimination under a decision or order of the Commission which has become final, the applicant shall be deemed to have breached the present contract and it may be canceled, terminated or suspended, in whole or in part, by the City.